

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claim 1. (currently amended): An automated print order system for institutional business cards and stationery products, said automated print order system comprising:

a company-tailored prototypical product record comprising a template that defines the placement and typography of a plurality of informational elements for printing on a company-tailored business card or stationery product;

one or more predetermined profiles defining content for one or more of the informational elements provided by the template;

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a requestor interface for entry of a distributed user's print order, said requestor interface being adapted to enable the user to select and order a company-tailored business card or stationery product to be printed according to the company-tailored prototypical product record and a selectable one of the one or more predetermined profiles; and

a processor interface for fulfillment of the user's print order, said processor interface being adapted to directly generate a pre-press product automatically incorporating said predetermined profile into said tailored product.

Claim 2 (original): The automated print order system as recited in claim 1, wherein said pre-press product comprises a direct-to-plate command set.

Claim 3 (original): The automated print order system as recited in claim 1, wherein said pre-press product comprises a copier command set.

Claim 4 (original): The automated print order system as recited in claim 1, wherein the predetermined profile comprises user-indicative information.

Claim 5 (original): The automated print order system as recited in claim 1, wherein said requestor interface is further adapted to enable the user to select said company tailored product according to a plurality of predetermined profiles.

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Claim 6. (original): The automated print order system as recited in claim 5, wherein one said predetermined profile comprises company-indicative information.

Claim 7. (original): The automated print order system as recited in claim 1, said automated print order system further comprising a purchaser interface for validating the user's print order, said purchaser interface being adapted to selectively authorize generation of said pre-press product.

Claim 8. (original): The automated print order system as recited in claim 7, wherein said purchaser interface is adapted to modify said predetermined profile.

Claim 9. (original): The automated print order system as recited in claim 7, wherein said purchaser interface is adapted to modify the user's print order.

Claim 10. (original): The automated print order system as recited in claim 7, wherein said purchaser interface is adapted to delete the user's print order.

Claim 11. (original): The automated print order system as recited in claim 7, said automated print order system further comprising a server site for hosting said requestor interface, said processor interface and said purchaser interface.

Claim 12. (original): The automated print order system as recited in claim 11, wherein said server site is resident upon the World Wide Web.

Claim 13. (original): The automated print order system as recited in claim 12, wherein said requestor interface and said purchaser interface are accessible from any operable node on the World Wide Web.

Claim 14. (original): The automated print order system as recited in claim 13, wherein said requestor interface further comprises a server-side scripting implementation for increased user-to-server communication efficiency.

Claim 15. (original): The automated print order system as recited in claim 14, wherein said server-side scripting implementation comprises a logon security protocol.

Claim 16. (original): The automated print order system as recited in claim 7, wherein the processor interface further comprises a batch function, said batch function being adapted to control the generation of said pre-press product.

Claim 17. (original): The automated print order system as recited in claim 16, wherein said automated print order system is adapted to store the user's order in an order data table, said order data table comprising elements to reference said predetermined profile.

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Claim 18. (original): The automated print order system as recited in claim 17, wherein said batch function is further adapted to import information from said predetermined profile into a batch table according to said reference elements of said order data table, said batch table thereafter comprising a complete specification for said tailored product.

Claim 19. (original): The automated print order system as recited in claim 18, wherein said batch function is further adapted to format said specification for said tailored product into a pre-press product compatible specification.

Claim 20. (original): The automated print order system as recited in claim 19, wherein said company tailored product comprises a business media selected from the group consisting of:  
letterhead;  
business cards;  
envelopes;  
writing pads;

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address cards; and  
mailing labels.

Claim 21. (new): An automated print order system for institutional business cards and stationery products, said automated print order system comprising:

a computerized representation of a set of printable stationery products;  
customized templates corresponding with each stationery product in the set, wherein the template defines a plurality of common and specific informational elements for printing on the stationery product, and wherein the template also defines the placement and typographical settings of the informational elements to be printed on the stationery product;

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predefined informational content for the common informational elements of the customized templates, including for at least one of the common informational elements informational content that identifies a specific organization;

a requestor interface for entry of a print order by a user associated with the specific organization, the requestor interface being adapted to enable the user to select a stationery product from the set of printable stationery products, the requestor interface being further adapted to enable the user to define or select a profile comprising informational content for the specific informational elements of the customized templates but which denies the user any ability to define or modify one or more of the common informational elements of the customized templates; and

a processor interface for fulfillment of the user's print order, said processor interface being adapted to automatically generate a pre-press product incorporating both the predefined

informational content for the common informational elements of the customized templates and the informational content from the user-defined or user-selected profile.

Claim 22. (new): The automated print order system of claim 21, wherein the templates are customized for a business organization.

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Claim 23. (new): The automated print order system of claim 22, wherein one of the common informational elements comprises a graphical representation of a business organization logo.

Claim 24. (new): The automated print order system of claim 23, wherein the processor interface is adapted to process the user's print order by merging the defined or selected profile with the template of the selected stationery product to automatically generate the pre-press product.

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